Application # 09/667,408   Multifunction Dataport   Reply to Office Action of 11/02/2006

Exhibit of article published in Wall Street Journal on January 2, 2007.

This article references the new federal online security guidelines requiring financial institutions

to adapt security procedures to identify computers used for Internet banking. It notes that with

90 million people banking online, the banks are struggling to get more positive identification

without annoying the bank customers. The security features of the multifunction dataport

provide new methods to reduce identity theft and fraud.

Wall Street Journal

D2   Tuesday, January 2, 2007

PERSONAL FINANCE

How Safe Is Your Online Bank?

By Robert Guy Matthews

REMEMBER when online banking was supposed to be the stress-free alternative to standing in long lines to make a transaction? All it took was a username and a password to get into your account.

No more. New federal online security guidelines designed to foil Internet thieves from draining accounts require financial institutions to adopt new security procedures. In addition to passwords, such techniques include requiring consumers to register each personal computer they use for home banking and a face-identification quiz.

Financial institutions were supposed to have a working plan in place by Dec. 31, but many are still firming up their new security procedures and will spell them out in an email to customers soon. Some banks, including Bank of America Corp. and Wachovia Corp., already have put theirs into practice.

With nearly 90 million peo- ple banking online, banks and credit-card issuers are struggling to get more identifying information without unduly annoying their customers.

Some of the measures are complicated. Missouri-based Midwest Independent Bank's system presents customers with nine faces—think a tic-tac-toe grid like the 1970s sitcom The Brady Bunch—and requires them to identify the right one and click on it. Initially, all the bank's customers will be required to choose a face—it has to be a stranger's face—and remember that face. "The process only takes about two to four minutes," says Lennie Myers, vice president of sales for Washington D.C.-based Passfaces Corp., which designed the face-recognition security procedure.

Wachovia Bank, in addition to usernames and passwords, requires customers to enter separate access codes, says spokeswoman Carol Clarke. SunTrust Banks Inc. spokesman Mike McCoy said its security changes will be written into software used be- hind-the-scenes and that most customers will not notice. "But we will be in compliance," he said.

Other large banks say they will make the additional authentication changes later this year. At BB&T Corp., spokeswoman A. C. McGraw said that online users still need to put in only a username and password to gain access. But in setting up the online accounts, customers had to give other identifying information such as Social Security numbers or tax-identification numbers. Those might be used in a more robust identity check.

Some of the coming changes, financial institutions say, will require customers to register each personal computer that they intend to use for home banking.

Other banks will ask consumers to upload a picture and a phrase that would automatically flash on the screen as they sign into their online accounts. A wrong picture or phrase—or no picture or phrase—would signal that the consumer could be on a fake site and shouldn't enter any personal information.

6